BP OIL
FIXTURE MERCHANDISING PROGRAM
ACCOUNT MANAGEMENT TEAM

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QUESTIONS/CONTACT

CONTACTS (Cont.)

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QUESTIONS/CONTACT

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FIXTURE MERCHANDISING PROGRAM
MERCHANDISING PROCEDURES

- Discuss store layout with store manager.
- Explain procedures you will follow with store manager.
- Install new RJR fixtures as per layout.
- Remove existing savings brands fixtures.
- As indicated on schedule:
  - Assemble (5) 1' X 1' Spring load backbar fixtures per store.
  - Connect displays together as per instructions
  - At a few locations, a pole will obstruct the connection of 5 fixtures. In this case connect 2 and 3 as space dictates.
  - Place end caps on the two outside displays, as per instructions.
  - Tag each Spring load per plan-o-gram.
  - Transfer product from current savings brands fixture to new RJR fixtures as per manufacturer schematic.
  - Place Backbar on counter (Non-self serve to customers).
- General Information:
  - Fixtures are packaged 2 per box.
  - 2 1/2 boxes required per store.
  - Fixtures are steel with Spring load cartridges, 5 per shelf.
  - Each fixture has 2 shelves, 10 Spring loads per fixture.
  - Place channel strips into frame (2 per fixture).
  - POP materials will need to be cut to fit.
  - Inform store manager they are to price the signage with their in-house numeral kit.
  - Give any remaining stock to store manager (ask for a box to place remaining stock in).
  - Leave old fixtures in back room: store manager will direct you.
  - Inform store manager that the industry cigarette reps will pick up old fixtures.

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BP OIL
FIXTURE MERCHANDISING PROGRAM
RESPONSIBILITIES & GUIDELINES (SMI)

To ensure a professional and productive execution of R.J. REYNOLDS TOBACCO BP OIL MERCHANDISING Program, please adhere to the following guidelines at all times:

FIELD SUPERVISOR

- Call and confirm stores schedule of two days prior to execution.
- Ask for store manager, and write down his/her name.
- Explain the project and ensure he/she will allow installation. Verify the following:
  - Explain fixture sizes
  - Discuss space availability
  - Request area be cleared prior to your arrival
- Ask the store manager for your contact at 8:00 a.m.
- You must be at your first store by:
  - 8:00 a.m.
- Upon arrival at the store, introduce yourself to the store manager.
- Unload necessary materials & check for damage. If damage has occurred, please make note of it and replace damaged part with a spare part from your truck. Fill out the Quality Control Form from the damaged box and send to your Market Manger. Do not install any part that has extensive damage, i.e., cracked plastic.
- Immediately begin merchandising procedure.

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BP OIL
FIXTURE MERCHANDISING PROGRAM
RESPONSIBILITIES & GUIDELINES (SMI)

FIELD SUPERVISOR (Cont.)

- Upon completion of installations, thank the Store Manager, give him the Super Marketing response card and have him sign the BP OIL Approval Form. You must complete the entire form.
- Mail the completed forms to your Market Manager weekly.
- Remember to always be polite and friendly.
- Theft from any store will not be tolerated! Theft by a Super Marketing employee is grounds for immediate termination.
- If you arrive at a store and have any trouble completing procedures or if the store manager will not allow you to work, do not argue with him. State you will contact your supervisor to straighten out the situation, and you hope to be back the following day. Call your BP Field Consultant & the SMI MM immediately to discuss the situation. If you can not resolve the situation immediately, then proceed to the next store on the list.
- You must call your MM once a day to confirm actual stores completed for that day.
    - Call between 4:00 p.m. - 5:00 p.m. (CST), or upon completion each afternoon.
    - Please call daily with the following information:
        - store numbers completed
        - procedures completed per store as scheduled, if not, explain why
        - hotel information
        - If you do not know where you are staying, you can call the office at a later time and leave an additional message.

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BP OIL
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RESPONSIBILITIES & GUIDELINES

TOOLS

- If you are providing your own tools, you are responsible for their safe keeping. Super Marketing will not reimburse you for any lost tools.
- If you use any of Super Marketing's tools, you are responsible for their safe keeping. You will be expected to return all tools at the end of the program.
- You will need the following tools:
  - electric screwdriver: Phillips
  - charger
  - scissors
  - hex wrench

UNIFORM

- Field Supervisors are required to wear or SMI world T-shirts. Five shirts have been provided to you by Super Marketing. The cost for any shirts not returned at the end of the program will be deducted from your weekly fees. Casual slacks or blue jeans (not faded or holes) are acceptable. Sturdy shoes are recommended. Shorts are not to be worn during installations.

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